

CHAPTER 1

INTRODUCTION

A. Background of the Study

Communication is an important thing in this life. Everyone needs to communicate each other. People cannot live in this life individually. They want to share what they think to another person. Thus they communicate with other people because they have some purposes. These purposes make the communication has a function as they hope. In other word, the speakers want to show their thinking to the other.

In communication, both the speaker and the hearer need a way to make it easier. Pragmatics is a linguistics branch which concerns meaning so it is an important thing in communication. According to Yule (2006: 112), “Pragmatics is the study of what speakers mean, or ‘speaker meaning.’ In many ways, pragmatics is the study of ‘invisible’ meaning, or how we recognize what is meant even when it isn’t actually said or written.”

Directions in cosmetics product labels are the example of communication between the producer and the consumers which needs pragmatics to know the meaning in using the products well. Cosmetics are some products to beautify the face of the consumers. In the past it was usually used by women but nowadays men also use it. Furthermore the function of cosmetics is changed not only to beautify the women but also to take care of the consumers’ face. It can be powder or skin cream.

In the cosmetic product labels, there are some ways to direct application. The way given by the producer is some directions in the form of imperative sentences which happen from the producer to the consumers. It is caused some factors. Firstly, it is to make the consumers easier to use the cosmetic products. If there is no way to use the cosmetic products from the producer, the consumers will have difficulties to use it correctly. Secondly, it is hoped to minimize the risk of using the cosmetic products. As everyone knows every cosmetic product also has risk when it is not used in orderly. Because of it, the producer gives the easiest way to use cosmetic products to the consumers.

The examples of directions found in the cosmetic product labels are:

1. Pond's white beauty

The ways to use this product are: **use every morning and evening as part of your Pond's white beauty™ skin care regime. Apply with fingertips, smoothing evenly onto clean skin over face and neck. Massage lightly until completely absorbed.**

Store away from direct sunlight and heat.

2. Pond's clear solutions™

The ways to use this product are: **wet your face. Apply to face and neck, and gently massage. Rinse off. In case of contact with eyes, rinse with water.**

The first direction is “**Apply with fingertips, smoothing evenly onto clean skin over face and neck. Massage lightly until completely absorbed.**” It includes directions in the form of imperative sentences. In these directions, the

producer hides the name of product, in this case is *Pond's white beauty*, by writing the verb as a command to use the product. Here, the producer of *Pond's white beauty* asked the consumers to do something. It is also signed by the imperative sentence in which the form is the predicate “**apply** and **massage**” in the beginning of the sentences. Some of imperative sentences show the direction.

The next directions are “**Wet your face. Apply to face and neck, and gently massage. Rinse off. In case of contact with eyes, rinse with water.**”

These directions also include directions in the form of imperative sentences. The producer of *Pond's clear solutionsTM* commands the consumers to wet their face with water then use *Pond's clear solutionsTM* to their face and neck. After it the consumers have to make a massage then clear it with water again.

Every direction has a meaning either it is implied or not. The meaning of the direction can be like the speaker's intention. On the other side, the direction of the speaker can be different from the speaker's intention. By using meaning in pragmatics techniques, the addressee will get more understanding. Then, the real speaker's intention can be reached. For example the producer of cosmetic product says “*Massage lightly until completely absorbed.*” The direction means the producer explains to the consumer that the consumer have to massage the cosmetic product until the product completely absorbed in face. When the producer does not give the way to use the cosmetic product like the direction above, the consumer will confuse in using the product well for example they just use the product without massaging to their face.

In choosing title of this research, the researcher has some reasons. The first reason is the researcher wants to analyze directions in cosmetic product labels. It is interested to be learned because it can be used in our daily activities.

The second reason is cosmetic is very crucial thing in this life. Everyone needs it to make them more beautiful or just care to their own body. Nowadays cosmetic not only used by women but also men. Because of it, cosmetic products become so popular today.

The third reason is not everyone knows how to use cosmetic product correctly. By analyzing the meaning of the producer, it is hoped that the consumers can get more advantages from those products. Thus it is why the researcher wants to analyze it because it is important to know how to use those cosmetics well.

From the explanation and reasons above, the researcher would like to specify her research especially directions in cosmetics product labels. Thus the researcher chooses title *A Pragmatic Analysis of Directions in Cosmetic Product Labels*.

B. Previous Study

The researcher tries to prove the originality by comparing the research to the other related researches that deals with the pragmatics study. Based on those researchers, the researcher finds some similarities and differences both from the first and second researcher.

The first research was conducted by Maria graduated from Muhammadiyah University of Surakarta (UMS, 2011) with his research title *A Pragmatics Analysis of Commanding Utterances in the **Devil Wears Prada** Movie Manuscript*. This result of the analysis shows the variation of the forms and implicature of commanding utterances used in *the devil wears prada* movie manuscript. The variations of forms are presented in the form of sentence types. The types are: (1) Declarative, (2) Interrogative, and (3) Imperative Sentence. The implicature of the commanding utterances implies the meaning of conventional implicature by inferring the meaning based on the grammatical form and conversational implicature by inferring the meaning based on the background knowledge assumed to be shared by the speaker and hearer.

Then the second research was conducted by Huda graduated from Muhammadiyah University of Surakarta (UMS, 2011) with his research title *A Pragmatics Analysis of Commisive Utterances in the **Inception** Movie Manuscript and Its Subtitle*. In the case of the intention of the utterances, the writer finds equivalence in offering (15%), promising (57,5%), threatening (10%), warning (7,5%), refusing (7,5%); and the non equivalence case, the writer finds in offering changes into promising (2,5%).

There are similarity and difference both of these two previous studies with this research. The similarity is the three researches analyze speech act in pragmatics. Then the difference is both of these two previous study used movie transcript as their object but the researcher uses cosmetic product labels for her object.

C. Limitation of the Study

This research focuses on the speech act theory and the technique used is meaning. The framework of this research is pragmatics. This research will deal with one of the speech act classifications that are directions only. The researcher concerns in these directions because she wants to discuss directions viewed by pragmatic analysis. She will analyze the reconstructed forms and the meanings of directions in cosmetics product labels.

D. Problem Statement

Based on the statements above, the researcher formulates the research problems as the following.

1. What are the reconstructed forms of the directions used in cosmetics product labels?
2. What are the meanings of the directions in cosmetics product labels?

E. Objective of the Study

Based on the research problems, the researcher has the following objectives.

1. Identifying the reconstructed forms of the directions used in cosmetics product labels.
2. Describing the meanings of the directions in cosmetics product labels.

F. Benefit of the Study

In this study, the researcher expects that the research paper has benefits both theory & practice.

1. Theoretical Benefits

a. The English learner

The result of the research will improve experience of the English learners in studying linguistics branch, which is pragmatics. It can add the English learners' knowledge in directions also.

b. The teacher

The research will enlarge the teachers' knowledge in linguistics especially in pragmatics. From the benefit, it is hoped that the teacher can develop teaching methodology better.

2. Practical Benefits

a. The other researcher

The finding of the research can be used as the reference for those who want to conduct a research in linguistics particularly in pragmatics study.

b. The Producer

The research will be useful for the producer in making his cosmetic products better.

c. The Consumers

The result of this research can make the consumers easier in understanding the directions in cosmetic product labels' meaning. It makes the consumers easier to get the aim they hope.

G. Research Paper Organization

The researcher divides this chapter into five parts. They are chapter I consisting of background of the study, previous study, limitation of the study, problem statement, benefit of the study, and research paper organization.

Chapter 2 is underlying theory. It deals with pragmatics, speech act, and types of sentences, cosmetic and label.

Chapter 3 is research method presenting type of research, object of research, data and data source, method of collecting data, and technique of analyzing data.

Chapter 4 is research finding and discussion. The research finding will be elaborated into identification the reconstructed forms and meanings of the directions used in cosmetic product labels.

Chapter 5 is conclusion and suggestion. After chapter 5, the researcher presents bibliography, virtual references, and appendix.